

Resolution in Support of Customer "Right-to-Know" and Product Labeling Standards for the Retail Marketing of Electricity

WHEREAS, At least 30 million consumers in six States will begin choosing among competitive electricity providers in early 1998 and retail access to competing electricity suppliers is under consideration in many other states; and

WHEREAS, Electricity purchases make up a significant portion of the budget of many households; and

WHEREAS, The production of electricity imposes very substantial resource and environmental impacts; and

WHEREAS, Pilot retail access programs have shown that customer confusion and misleading claims are highly likely; and

WHEREAS, Clear and uniform disclosure may promote efficiency through informed product comparisons; and informed customer choice cannot occur in a retail electricity market without full disclosure of all relevant and important facts; and

WHEREAS, The desirability and feasibility of such disclosure is clearly established in nutrition labeling, uniform food pricing, truth-in-lending and many other Federal consumer protection programs; and

WHEREAS, The National Association of Regulatory Utility Commissioners (NARUC), at its November 1994 meeting, adopted a resolution on competition and stranded benefits calling for new proposals to preserve environmental and diversity benefits in a more competitive marketplace; and

WHEREAS, The NARUC, at its July 1996 meeting, adopted "Principles to Guide the Restructuring of the Electric Industry," which include market-based mechanisms to promote effective consumer choice and to preserve renewable resources, resource diversity and environmental protection; now, therefore, be it

RESOLVED, That the National Association of Regulatory Utility Commissioners (NARUC), convened at its 108th Annual Convention in San Francisco, California believes that restructuring the electric industry should facilitate informed customer choice that will promote efficient markets, resource diversity and environmental quality; and be it further

RESOLVED, That the NARUC supports initiatives leading to minimum, enforceable uniform standards for the form and content of disclosure and labeling that would allow retail and wholesale consumers to easily compare price, price variability, resource mix

and environmental characteristics of their electricity purchases; and be it further

RESOLVED, That NARUC urges States adopting retail direct access programs to include enforceable standards of disclosure and labeling that would allow retail customers easily to compare the price, price variability, resource mix and environmental characteristics of their electricity purchases.



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